<u>IN THE CLAIMS</u>:

Please amend Claims 1, 8, 13, and 18 as indicated below. The following is a complete listing of claims and replaces all prior versions and listings of claims in the present application:

Claim 1 (currently amended): A method of administering a promotional contest, comprising the steps of:

providing to a consumer a product, the label of which includes an identification code an item of a plurality of items of a same type produced by a manufacturer, wherein the item includes an identification code unique to a subset of the plurality of items of the same type;

enabling the consumer to input the identification code into a prize redemption system;

validating the identification code; and

determining whether the consumer is entitled to receive a prize based on the basis of the identification code [[input]] inputted by the consumer.

Claim 2 (original): A method according to Claim 1, wherein the consumer inputs the identification code via the Internet.

Claim 3 (original): A method according to Claim 1, wherein the consumer inputs the identification code at a kiosk.

Claim 4 (original): A method according to Claim 1, wherein the consumer inputs the identification code by telephone.

Claim 5 (previously presented): A method according to Claim 1, wherein the determining step determines whether the identification code entitles the consumer to receive a prize by comparing the validated identification code with stored winning numbers.

Claim 6 (previously presented): A method according to Claim 1, wherein the determining step determines whether the identification code entitles the consumer to receive a prize by placing the validated identification code in a virtual hat with other identification codes and drawing from the virtual hat.

Claim 7 (previously presented): A method according to Claim 1, wherein the determining step determines whether the identification code entitles the consumer to receive a prize by generating a random number using a random number generator and comparing one or more digits of the validated identification code with the random number.

Claim 8 (currently amended): A server operable to run a prize redemption program in which a consumer has previously been provided with ~~a product, the label of which includes an identification code~~ an item of a plurality of items of a same type produced by a manufacturer, wherein the item includes an identification code, the server being operable at least to:

enable the consumer to input the identification code into a prize redemption

system, wherein the identification is unique to a subset of the plurality of items of the same type;

validate the identification code; and

determine whether the consumer is entitled to receive a prize based on ~~the basis of~~

the identification code [[input]] inputted by the consumer.

Claim 9 (original): A server according to Claim 8, wherein the server is on the

Internet.

Claim 10 (previously presented): A server according to Claim 8, wherein the

server determines whether the identification code entitles the consumer to receive a prize by

comparing the validated identification code with stored winning numbers.

Claim 11 (previously presented): A server according to Claim 8, wherein the

server determines whether the identification code entitles the consumer to receive a prize by

placing the validated identification code in a virtual hat with other identification codes and

drawing from the virtual hat.

Claim 12 (previously presented): A server according to Claim 8, wherein the

server determines whether the identification code entitles the consumer to receive a prize by

generating a random number using a random number generator and comparing one or more

digits of the validated identification code with the random number.

Claim 13 (previously presented): A computer-readable medium having stored thereon computer code ~~executable on~~ for causing a server ~~operable to run a prize redemption program~~ to execute a method of administering a promotional contest in which a consumer has previously been provided with ~~a product, the label of which includes an identification code, which when executed on the server performs~~ an item of a plurality of items of a same type produced by a manufacturer, wherein the item includes an identification code, the method comprising the steps of:

enabling the consumer to input the identification code into a prize redemption system, wherein the identification is unique to a subset of the plurality of items of the same type;

validating the identification code; and

determining whether the consumer is entitled to receive a prize based on ~~the basis of~~ the identification code [[input]] inputted by the consumer.

Claim 14 (previously presented): A computer-readable medium according to Claim 13, wherein the server is on the Internet.

Claim 15 (previously presented): A computer-readable medium according to Claim 13, wherein the server determines whether the identification code entitles the consumer to receive a prize by comparing the validated identification code with stored winning numbers.

Claim 16 (previously presented): A computer-readable medium according to Claim 13, wherein the server determines whether the identification code entitles the consumer to

receive a prize by placing the validated identification code in a virtual hat with other

identification codes and drawing from the virtual hat.

Claim 17 (previously presented): A computer-readable medium according to

Claim 13, wherein the server determines whether the identification code entitles the consumer to

receive a prize by generating a random number using a random number generator and comparing

one or more digits of the validated identification code with the random number.

Claim 18 (currently amended): An apparatus for administering a promotional

contest in which a consumer has been provided access to ~~a product, the label of which includes~~

~~an identification code~~ an item of a plurality of items of a same type produced by a manufacturer,

wherein the item includes an identification code, the apparatus comprising:

means for enabling the consumer to input the identification code into a prize

redemption system, wherein the identification is unique to a subset of the plurality of items of the

same type;

means for validating the identification code; and

means for determining whether the consumer is entitled to receive a prize based

on ~~the basis of~~ the identification code [[input]] inputted by the consumer.

Claim 19 (original): An apparatus according to Claim 18, wherein the consumer

inputs the identification code via the Internet.

Claim 20 (original): An apparatus according to Claim 18, wherein the consumer inputs the identification code at a kiosk.

Claim 21 (original): An apparatus according to Claim 18, wherein the consumer inputs the identification code by telephone.

Claim 22 (previously presented): An apparatus according to Claim 18, wherein the determining means determines whether the identification code entitles the consumer to receive a prize by comparing the validated identification code with stored winning numbers.

Claim 23 (previously presented): An apparatus according to Claim 18, wherein the determining means determines whether the identification code entitles the consumer to receive a prize by placing the validated code in a virtual hat with other codes and drawing from the virtual hat.

Claim 24 (previously presented): An apparatus according to Claim 18, wherein the determining means determines whether the identification code entitles the consumer to receive a prize by generating a random number using a random number generator and comparing one or more digits of the validated identification code with the random number.